SUMMER/FALL 2014

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The summer has come to an end and as we move into the fall, many of us have conferences scheduled at our supplier partner facilities. I know many of my fellow planners always look at SGMP properties first before booking business at a non-SGMP property. This is one of the most positive attributes I have noticed since being a member of SGMP. I have always been impressed by the loyalty that SGMP members show each other. I realize this is primarily due to the ability to establish meaningful and lifelong relationships with each other. If you are reading this and are not yet an SGMP member, hopefully this will encourage you to take that final step of joining a wonderful association.

During the Board Retreat on June 30th, the Board worked diligently to create a Chapter Business Plan for 2014-2015 which includes, but is not limited to, striving to attain Programming of the Year and Communications of the Year awards from National, increasing and retaining membership, holding a CGMP course in Michigan in the first quarter of 2015, growing Chapter leadership by increasing committee involvement, and maintaining positive working relationships with the National Board, staff and other chapters. Board members are actively working on achieving our goals. So be on the lookout for updates, surveys and requests for involvement. By the time you read this, I myself, will have already presented Cost Savings for Government Meetings: Stretching a Government Dollar at the Kentucky Chapter’s September meeting.

Currently, the Michigan Chapter has 3 CGMPs and we would like to see this number grow. The best way to accomplish this is to offer the course here in Michigan. The cost for the CGMP course is $595, and there may be scholarship opportunities offered by the Chapter. The course will be held in Lansing and is a 3½ day commitment. Check out Nationals write-up on CGMP benefits by clicking CGMP Benefits for more information. Having just completed this course at the 2014 NEC, I can say that it was very educational and worth the time and effort.

I am happy to report that National President Rob Coffman will be attending and speaking at our 2015 AEC in Midland. Also at the AEC will be the culmination of three months of celebration in honor of our 25th anniversary as a chapter.

Again this year, the Board has put together bundle packages for sponsorship opportunities. Remember, it is not necessary to pay for all your items at once to receive the bundling special pricing; you only need to commit to the purchase. Your sponsorships enable us to bring meaningful educational programs to the Chapter.

Hopefully you attended the Silent Auction and Awards Banquet, which was held on 9/18/14 at the Crowne Plaza in Lansing. This is our largest fundraising event of the year and it is always exciting to see who you have voted to be the Planner and Supplier of the Year. Check out the results later in this newsletter.

October’s program is free to all members and will be held at, and is fully sponsored by, the Mt. Pleasant Comfort Inn and Suites. This event begins the evening of 10/14/14 and continues to mid morning of 10/15/14. National renowned speaker Tim Gard will entertain us and help reduce our stress levels through his unique humor. The Comfort Inn is providing rooms on the 14th at no cost for planners and at the government rate of $75 for suppliers. Click here for more detailed information on the October Program. I look forward to seeing everyone at an upcoming monthly meeting.

Your President,

Michelle R. Miller, MSW, CLMSW
Greater Lansing, Michigan

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October 14-15, 2014

Change the Game

Speaker: Tim Gard, CSP, CAE
GMS Core Competency: Facilities & Services

Life is a game. Business is a game. Literally, everything is a game with winners, losers, spectators—plus those who excel by intention and those who coast by choice. In the world of work, it’s a problem when bench warmers who constantly coast by choice get paid the same as those who excel by intention. Yet it’s part of most of the games we play, whether we like it or not. Perhaps you’ve heard the idiom “there are no rules.” Well, there are rules to every game, but some are fixed, some are flexible, and some become obsolete during the game. What’s more, some rules apply to some players, some players seem exempt from the rules, some get away with it, some do not. In the workplace, people experience conflicting rules, contradictory guidelines, and confusing policies. Yet, once you understand the basics of any game, you have three options: You can play the existing game, quit it, or change it. But can one person actually change the game? Without a doubt, the answer is yes. The secret lies in applying easy-to-understand and hard-to-forget concepts that you can use immediately (or choose to disregard and continue to coast).

November 19, 2014

Your Educational Trip Begins With Pure Michigan

Speaker: David Lorenz, Industry Relations and International Marketing Manager, Travel Michigan
GMS Core Competency: Facilities & Services

The MISGMP CVBs present Dave Lorenz and the phenomenal wonders of Pure Michigan. You’ll see the latest and greatest commercials, and hear how the #1 tourism campaign in the country incorporates business development into the equation. Of course, he’ll review how important the hospitality industry is to our state and much more...

December 17, 2014

You say “Potato” and I say “Potahto”

Speaker: David Hulings, Hulings & Associates, Inc.
GMS Core Competency: Leadership

We are all born with a set of unconscious behavior patterns that psychologists call archetypes. We may be unaware when an archetype is influencing (good or bad) the ways we relate to people in our lives. Learn to identify the characteristics of these 12 archetypes and how they relate to your world. Learn the archetype(s) that are behind both the strengths and shadows of your life. In our profession, this can be critical to ensure your meeting, from the contract to the day of the event, will go as planned. After this program, you will have a better understanding of those you work for, with, and of those who work for you.
Top U.S. Travel Destination in 2014 • Top 15 Emerging Downtown • 2nd Most Secure City
• Beer City USA • Best Mid-Sized Transportation System • Top Five Don’t-Miss Worldwide Event 2013 • Top 10 Happiest City to Work In • Most Sustainable Mid-Size US City

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She may be a brand new member, but Sabrina hit the ground running with Michigan SGMP, since joining in March this year. She has attended the AEC, two meetings and the most recent event at Hawk Hollow. She was introduced to our chapter by Kelly Brennan and Mary Goodhall- many of us have a ton of memories with Mary who was a very active member for years with MiSGMP. We all captured Sabrina’s heart since the moment she stepped in the door for her first MiSGMP event where she encountered an extremely friendly and welcoming bunch of folks. She had to be a part of the fun and joined right away!

Sabrina attended Central Michigan University for event planning and landed an internship with the Governor’s Residence in 2012. She must have really impressed them because she was hired in January 2013 for a full time position. Even though she works in the big city of Lansing, she is still a country girl at heart, which is where she is rooted. Cornfields, pontoon cruises, and vacationing on Sage Lake in the summer will always be a part of who she is. Who else is Sabrina? Well, after just a bit of digging, here is some of the juicy stuff!

She loves wearing flip flops, hanging out on the beach, country music, volleyball and hanging with the family pets, Jake (a golden retriever) and Lilly (a long haired tiger cat). She is also down for having a game night with some friends or going out on the town for some good Italian food, which is interesting because her first real job was working at the Olive Garden in Saginaw. She enjoys cooking and baking as well, and likes to dig through magazines for new recipes. One of her latest successes was an Italian pot roast, which she “made her own” through adapting an existing recipe and it has been a big hit. Hmmmm, another Italian theme, I’m seeing a trend! Anyway, she promised she would forward the recipe my way so I can try to impress my family with a new dish (hint, hint- Sabrina, if you are reading this article right now, please forward the recipe!)

I also heard a reoccurring “family” theme throughout this interview. She is very close to her family and really enjoys spending time with them in Florida or on the Lake, especially her Grandmother who is 78 years old and full of energy. She recently purchased a wave runner and loves to race people on the lake! That sounds like a fun granny to me!

If you haven’t already, try to say “Hi” and meet Sabrina when you can. Be sure to congratulate her on her recent engagement to Troy. She is hoping to build strong relationships with our organization and I am sure she will have absolutely no problem doing so!
I have worked at the Michigan Association of CMH Boards for 27 years and serve as the Administrative Executive. As with any small association, I wear many hats. While my main responsibility is conference and training planning, I managed the overall office, supervise clerical staff, coordinate incoming work projects and assist with website management. The “other duties as assigned” seems to be never-ending.

Like most of us, I am a person of many trades! My two main roles are: Associate Director of Sales at the Greater Lansing Convention & Visitors Bureau. There, I assist Government and Association staff in streamlining their meeting planning processes. It’s a delight to be such a helpful resource to those who work so hard to train and network their attendees and members. Secondly, I am a mom and wife.

I am an Area Sales Manager for the DoubleTree by Hilton Bay City - Riverfront, McGuire’s Resort in Cadillac, and Yarrow Golf and Conference Center in Augusta. I work with the State Association and Government groups on their meeting needs and locations.

Amanda Toy, CMP, CTA Director

Chris Ward, GMS Director

Nate Melvin, CMP, CTA, GMS Treasurer

As the Association and Government Sales Manager for Discover Kalamazoo, I help meeting planners find the best fit for their meetings in the Kalamazoo area. Through the organization I am also involved in marketing Southwest Michigan for tourism, so the position comes with a broad focus, which helps keep every day fresh.

Meet the MiSGMP Board

MiSGMP Mission
The Michigan Chapter of the Society of Government Meeting Professionals (MiSGMP) is dedicated to improving the knowledge and expertise of individuals in the planning and management of government meetings through education, training, industry relationships and mutual support.
CGMP Course to be held in Michigan

MiSGMP will host a 3.5 day CGMP certification class. National has confirmed the dates of February 10 -13, 2015. The course is open to all SGMP members. Cost of the course, instruction manual and exam is $595. Scholarships may be available from either MiSGMP or the Gilmer Institute of Learning.

The Certified Government Meeting Professional designation ("CGMP") is designed for planners and suppliers whose work is governed by the rules and regulations of the federal government. Individuals who have earned their CGMP have obtained the highest designation available that is specifically for government meeting professionals.

To be eligible to take the course, you must be an SGMP member in good standing for six months or be a member with more than one year of experience in the hospitality industry.

MiSGMP is the 2nd largest SGMP chapter

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For expert assistance booking your next meeting in The D, please contact:
Andrea Johnson
National Sales Manager
313-202-1983 • ajohnson@MeetDetroit.com
Michelle may be considered a new member with MiSGMP since rejoining this past May, but many of you already know her through her past affiliation with our chapter, as well as her membership with MSAE. Michelle has been in her new role as the DOS at McGuire’s Resort since Spring 2014, and has been busy building a brand new team while a whole new resort is being built around her! In fact, a new name will be revealed very soon….Oh, what the heck, I will go ahead and reveal it now so you can say you heard it through MiSGMP first! McGuire’s will be known as Evergreen Resort by the end of the year.

Okay, back to Michelle. This probing reporter really dug deep to get the goods on her. Michelle is very active with the Cadillac Chamber of Commerce and the Cadillac Area Visitor’s Bureau and is going through the Leadership class with the chamber at this time. She enjoys being a member of SGMP because of the opportunities to interact with planners and peers and likes the fact that our chapter has a good mix of the two. Although she loves her new job and all of the challenges that comes with going through a renovation, her DREAM job would actually look more like being an owner of a large farm and fostering unwanted animals. She is a huge animal lover and has several of her own including two very large dogs, Zeus and Greyson, three cats, Guenter, Stasha, and Raven and nine chickens referred to as “the Girls”.

She is an incredible mom to her 10 year old son, Leo, and enjoys taking him camping and playing with their animals. Her favorite spot to go for camping is in a secret location at Fisherman Island State Park in Charlevoix. She said the camping spot is very hard to get and was not willing to divulge the location due to high demand, but it is very secluded and has amazing coastal views… ahhhh….I can picture it now! Although Michelle loves animals, farms and camping, she is definitely more than a country girl for sure! She also loves traveling to big cities and shopping in big city type of stores including Neiman Marcus or “Needless Mark-ups” as she affectionately referred to them. She once traveled all over Europe for two weeks, telling me that she enjoyed her stop in Rome the best. In fact, she spent a large chunk of her time there exploring everything good that is Italian. The food…..the churches…..the leather…..oh, and the men! Brought back a few souvenirs, (she didn’t specify what they were, but I am sure there was a belt or purse in the mix.)

MiSGMP Welcomes our New Members

MiSGMP Welcomes our New Members

as of 8/30/14

Duke Rosendahl
Patricia Abood
Barbara Guest
Carly Palmer
Alex Saudi
Anne Wilson
Michelle Norton

Grand Traverse Resort
Michigan Certified Development Corporation
Crystal Mountain Resort
Michigan Institute for Educational Management
Crowne Plaza Lansing West
Michigan Association of CMH Boards
McGuire’s Resort
I serve as the Director of Membership Services with the Michigan Association of Counties (MAC) and have been in this role for over 8 years. I work with my fellow staff to coordinate and plan the association’s two annual conferences, as well as various regional meetings across the state and multiple board meetings each year. More importantly, I am a wife and mom to our two sons.

Kami Smith, CGMP
Director

Meet the MiSGMP Board

I am the Director of the Clinic for Child Study, which is a mental health clinic within the Wayne County Juvenile Court. I began my career at the Court 18 years ago as a therapist providing outpatient therapy to juvenile delinquents. Now I manage the entire Clinic which is made up of 65 staff including a psychiatrist, case managers, therapists, psychologists and support staff. I plan internal government meetings on a regular basis and serve on MDCH’s Recipient Rights Conference Steering Committee.

Michelle Milligan, MSW, LMSW, CGMP
President

I am a CMP and the Conference and Events Planner for MASA (Michigan Association of School Administrators), which serves the school superintendents around the State of Michigan. I am also a Conference & Events Planner for MIEM (Michigan Institute for Educational Management), a professional development arm of MASA and MSBO, the Michigan School Business Officials Association.

Diane Dick, CMP, GMS
Director

I oversee a 14-track certification program with Michigan School Business Officials. I also work with Michigan Institute for Educational Management to manage the operations where we are responsible for over 100 programs a year, Secure Central Registry Helpdesk for the State of Michigan, and part of the Technology Readiness Infrastructure Grant (TRIG) operations office, where we plan and execute over 50 meetings a year.

Debbie Kopkau, MBA, CMP, GMS
Immediate Past President

Connect with MiSGMP
My full-time position is as the Director of Professional Programs for Michigan Association for the Education of Young Children. I coordinate all of the Association’s professional development events including the 3-day annual conference with an attendance of 2,000+; the Infant Toddler Conference; the Administrator Institute; and new, in 2015, the Michigan Professional Development Institute. MiAEYC is a State Continuing Education Clock Hour (SCECH) sponsor; I am the coordinator. I am also a specialist, part-time, with the Office of Great Start, Michigan Department of Education. My main responsibility is the coordination of the Michigan Collaborative Early Childhood Conference.

Laurie Nickson, CMP
1st Vice-President
Silent Auction a Smashing Success

The 2014 MiSGMP Silent Auction and Awards Banquet was held on Thursday, September 18, at the Crown Plaza Lansing. Over 60 members and guests turned out for the chapter’s biggest fundraiser to bid on items ranging from an iced tea maker to an African Safari. The bidding was fast – and sometimes furious - as Committee Chair, Laurie Nickson, counted down the last seconds for each section of the auction. When the dust settled and Treasurer, Nate Melvin, tallied all the purchases the total raised was a record $7,238! Chapter President, Michelle Milligan, indicated the money will fund MiSGMP educational programs, as well as scholarships to the 2015 National Education Conference, the 2015 MiSGMP Annual Education Conference, and will help offset the cost of tuition for members taking the CGMP course to be held next February.

President Michelle Milligan honored the entire 2012-2014 MiSGMP Board with this year’s President’s Award. In presenting the award she stated, “The Michigan Chapter has become a Power Chapter over the last two years. We have achieved amazing goals and will continue to do so. Just this past May we received 3 awards at NEC Chapter Excellence (4th year in a row) 3rd place in Communications of the Year and exemplary success in net membership, which raised us to the 2nd largest Chapter. We also came in 4th for programing of the year but have our sights on placing in the top three this year. All of this could not have been achieved without the work of the entire 2012-2014 MiSGMP Board of Directors. It has amazed me how much everyone puts into MiSGMP especially as the board positions are voluntary and often the work is done after hours. I want to personally thank all of you for your hard work, dedication and for achieving our BHAGs. (Big Hairy Audacious Goals)”

Planner of the Year

She deals with all details large and small, is the hardest of workers, tells it the way it is; she’s competitive but always approachable, she is loyal, loyal, loyal; she’s connected and makes things happen. She is the go to person! Those were just some of the awesome ways our 2014 Planner of the Year, Diane Dick was described. An excellent meeting planner and important cog on the MiSGMP board, Diane is most deserving of this year’s honor.

Supplier of the Year

Kristina Baxendale has plenty to celebrate, and there is plenty we can celebrate about her. She does everything with a smile on their face. She always delivers amazing customer service. For example, she recently drove to the airport to pick up a meeting planner for a large conference. Her supervisor says, “She has an amazing ability to bring calm to any chaotic situation.” Kristina is a regular attendee and regular host of SGMP programs, active in SGMP committees and recently presented to our group.

President’s Award

President Milligan Recognizes 2012-2014 Board
Help MiSGMP give back to the community. During our October, November, and December programs we will be collecting Teddy Bears to distribute to the Grand Blanc police department. Officers will keep the bears in their patrol cars. If they respond to a call with a child involved, they can pass along a fuzzy friend for comfort.

10 Tips to Plan More Productive Meetings and Events  by Connect Staff

The staff at Connect magazine recently put together a list of tips aimed at increasing the productivity of meetings. Here is what they came up with, along with some help from Sarah Vining, marketing manager at The National Conference Center.

1. **Choose venues that are focused on meetings.** Do your homework to find them.
2. **Seek out distraction-free spaces.** In an ideal situation, any other groups on property during your training or meeting will also be there with similar organizational goals.
3. **Make sure your attendees are comfortable.** They are the most productive and attentive if the room temperature is about 70 degrees.
4. **Choose smart seating.** Ergonomic chairs, specifically in an upright position at a table level, are best for meetings because they are designed for the best possible learning experience.
5. **Avoid rooms with pillars and other obstacles that could prevent attendees from focusing.** During site tours, look for meeting rooms that are free of visual obstructions but provide enough light (natural or otherwise).
6. **Require AV equipment that is up-to-date and functioning.**
7. **Ask about flexible break service.** It’s pertinent to cater to the needs of attendees and give them the flexibility to visit a break station when need be, even when not on an official break.
8. **Separate the meetings from the meals.** While working lunches on the surface seem like a good use of time, research shows your attendees need a break. Try to schedule lunch in a pleasant dining environment with lots of natural light.
9. **Provide variety at meals.** With the explosion of special dietary needs, the most productive meetings will be at venues that can provide for those attendees.
10. **Know who your on-call venue support person is.** This person should be able to solve your potential concerns, so you can focus more on the objectives of your program.

**SUMMARY**

August 20
“Do you Prezi?”

MiSGMP’s August meeting was both fun and educational. As we have done for several years now the educational program was paired with the HALO product showcase. So not only did we learn about a new platform for presentations, we got to see all the new product lines to keep our attendees happy with the latest and greatest SWAG. Our own Nate Melvin was the presenter. He took us on a tour of the Prezi application, showed us the basics and left us with a new way to avoid “Death by PowerPoint”. Prezi is a whole new concept on the take of visual aids.

Prezi is a newer flash-based application that allows the user to create a presentation using a large, blank page instead of traditional slides. The main differentiation with Prezi is that, unlike PowerPoint, a Prezi presentation is NON LINEAR (a story presented to the audience with multiple paths from point A to point B). Instead of slides, Prezi gives you an unlimited canvas on which to layout your ideas. Nate showed us that he is not only an awesome treasurer, but a polished presenter as well.
Our committees are the heart of our chapter; join one today!

**Advertising/Sponsorship Committee**
This committee is responsible for website and email advertising, soliciting sponsorships for special events and marketing the chapter brand. Meets: 3 time/year by conference call.
*Cair: Diane Dick, CMP, GMS • 517-327-9261 • ddick@gomasa.org*

**Annual Education Conference**
This committee is responsible for planning and implementation of the chapter's Annual Education Conference. Meets: 3-4 times/year after monthly program or via conference call.
*Cair: Chris Ward • 517-374-6848 • cward@macmhb.com and Debbie Kopkau • 517-327-2587 • dkopkau@msbo.org*

**GMS Certificate Committee**
This committee is responsible for overseeing the implementation of the GMS Certificate program. Meets: 3 times/year after monthly program or by conference call.
*Cair: Debbie Kopkau • 517-327-2587 • dkopkau@msbo.org*

**Community Service Committee**
This committee is responsible for planning and implementation of Chapter's charitable activities. Meets: 3 times/year after monthly program or by conference call.
*Cair: Amanda Toy • 517-377-1405 • atoy@dansing.org*

**Education Committee**
This committee is responsible for soliciting proposals for regular meeting sites, special meetings, seminars and workshops. The Committee is also responsible for determining, establishing and promoting the educational programs of the Chapter and of the Society. Meets: 3 times/year after monthly program.
*Cair: Chris Ward • 517-374-6848 • cward@macmhb.com and Debbie Kopkau • 517-327-2587 • dkopkau@msbo.org*

**Honors & Awards Committee**
This committee is responsible for developing and implementing an awards program giving recognition to the Chapter Members who have significantly contributed to the objectives of the Chapter and to the Society. Meets: 2 times/year by conference call.
*Cair: Amanda Toy • 517-377-1405 • atoy@dansing.org*

**Membership Committee**
This committee is responsible for the recruitment and retention of members and, through the Registration Subcommittee, for coordination of meeting registration. Meets: 5-6 times/year following a monthly program or by conference call.
*Cair: Nick Hussein • 989-460-1704 • nick.hussein@his-corp.com*

**Communications/Website/Social Media Committee**
This committee is responsible for monitoring all publications and communications of the Chapter. Meets: 6 times/year either following a monthly program or by conference call.
*Cair: Kami Smith • 517-372-5374 • ksmith@micounties.org
Website: Michelle Milligan • 313-833-2830 • michelle.milligan@3rdcc.org
Social Media: Nate Melvin • 269-488-0058 • nmelvin@discoverkalamazoo.com*

**Special Events Committee**
This committee shall be responsible for those chapter functions that do not fall under the jurisdiction of the Education Committee, i.e. holiday party, annual silent auction, installation of officers, golf and bowling tournament, and other fund raising events. Meets: 4 times/year either following a monthly program or by conference call.
*Cair: Laurie Nickson • 517-351-4183 • lnickson@miaeyc.org*

**Marketing Committee**
This committee is responsible for promoting the society to interested parties. It is a sub-committee of the Membership Committee. Meets 4 times a year either following a monthly program or by conference call.
*Cair: Nick Hussein • 989-460-1704 • nick.hussein@his-corp.com*

**Registration Committee**
This committee is responsible for completing registration for all members and guests at monthly meetings. In addition, this committee manages the monthly door prizes including the solicitation of prizes. Meets as needed.
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